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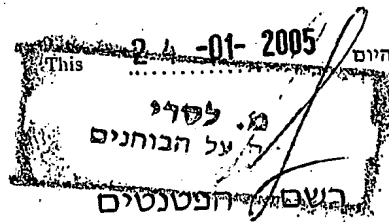
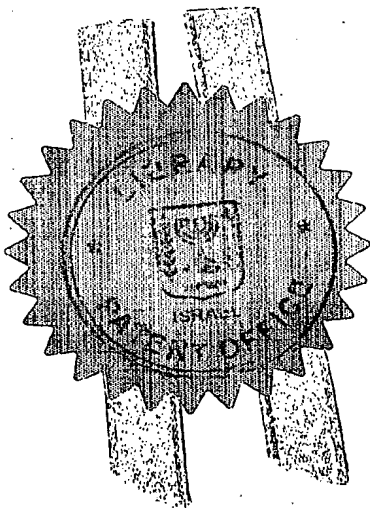
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ב ק ש ה ל פ ט נ ט
Application for Patent

אני, (שם המבקש, מענו - ולגבי גוף מאוגד - מקום התאגדותו)
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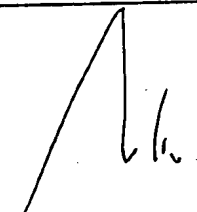
שטח פנים מעוצב של דבר מאכל ומשקה ושיטה לכך

(באנגלית)
(English)

A DESIGNED SURFACE OF FOODSTUFF & BEVERAGES AND A METHOD THEREOF

hereby apply for a patent to be granted to me in respect thereof.

מבקש בזאת כי ינתן לי עליה פטנט.

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שטח פנים מעוצב של דבר מאכל ומשקה ושיטה לכך

A DESIGNED SURFACE OF FOODSTUFF & BEVERAGES
AND A METHOD THEREOF

ממציאים: אייל אליאב ודני לביא

FILED AND BACKGROUND OF THE INVENTION

The present invention relates to designed surfaces of foodstuffs and beverages and to means for designing the same.

Printers adapted to use food colorants as injected inks are known in the art. Moreover, various molding techniques, using jam or edible confitures as the injected inks are in the public domain.

Nevertheless, a simple colorant-free edible ink-jet ink and printer is yet not available.

BRIEF DESCRIPTION OF THE INVENTION

In order to understand the invention and to see how it may be implemented in practice, a preferred embodiment will now be described, by way of non-limiting example only, with reference to the accompanying drawing, in which

figure 1 schematically illustrated a method of hydraulically printing on top of a froth of a coffee cup according to one embodiment of the present invention;

figure 2 schematically illustrated a front view of hydraulic printer according to one embodiment of the present invention;

figure 3 schematically illustrated a top view of hydraulic printer according to one embodiment of the present invention;

figure 4 schematically illustrated a top view of a designed coffee cup according to one embodiment of the present invention;

figure 5 schematically illustrated a side view of hydraulic printer head according to another embodiment of the present invention;

figure 6 schematically illustrated a side view of hydraulic printer head according to another embodiment of the present invention;

figure 7 schematically illustrated a side view of 'brash type' hydraulic printer head according to another embodiment of the present invention;

figure 8 schematically illustrated an online hydraulic designing method according to another embodiment of the present invention;

figure 9 schematically illustrated an online mechanical designing method according to another embodiment of the present invention; and

figure 10 schematically illustrated an manually mechanical designing means and method according to another embodiment of the present invention.

DETAILED DESCRIPTION OF THE INVENTION

The following description is provided, alongside all chapters of the present invention, so as to enable any person skilled in the art to make use of said invention and sets forth the best modes contemplated by the inventor of carrying out this invention. Various modifications, however, will remain apparent to those skilled in the art, since the generic principles of the present invention have been defined specifically to provide either hydraulic or mechanic printer useful for designing the surface of a first foodstuff or beverages containing a skin portion, a method printing the same and a method for advertising said design.

The term 'piercing' is referring according to the present invention to either penetrating or etching of the skin of a foodstuff or beverages to at least a portion of its thickness; or to such a foodstuff or beverages which is perforated its all thickness.

The term 'foodstuff and beverages' is referring according to the present invention to any edible composition or matrix in a solid, liquid or gel forms, cold or hot, characterized by a certain color and/or a texture; wherein said foodstuff and beverages comprising at least in their portion a surface characterized by a certain color and/or a texture; and further

wherein said color and/or a texture of the aforementioned foodstuff and beverages is differ noticeably from the aforementioned color and/or a texture of the surface.

The term 'coffee' and/or 'coffee cup' is referring according to the present invention to any coffee and coffee-like foodstuff and beverages, selected in a non-limiting manner from coffee, milked-coffee, espresso, cappuccino, black-coffee, grained coffee, ice-coffee, filtered coffee, cocoa products, coffee substitutes, products of cocoa substitutes, chocolate products, milk chocolate drink, ice creams or any combination thereof.

The term 'froth' is referring according to the present invention to any foamed milk or cream, milk products, milk-substitutes or any colloidal or emulsified foodstuffs.

The term 'design' is referring according to the present invention to any outlines selected in a non-limiting manner from any two dimensions or three dimensions, monochromatic, gray scaled or colored blueprint-like presentations, figures, ornamentations, decorations, patterns, logos, comics, figurative characters, freehand-like draws, written texts, numbers, time indications or any combination thereof.

A hydraulic printer according to one embodiment of the present invention is provided useful for designing the surface of a first foodstuff or beverages containing a skin portion by a means of a second foodstuff or beverages. This printer comprising *inter alia* the following five ingredients: (a) at least one container containing said first foodstuff or beverages; (b) a movable printing head adapted to be maneuvered in a lateral movement; (c) at least one reservoir tank containing said second foodstuff or beverages in communication with said printing head; (d) a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement; and (e) a controller (e.g., a computer, a computing unit etc) adapted to control the operation of said printing head and said tray in a predetermined manner; wherein a predetermined measure of said second foodstuff or beverages is enforced throughout said printing head simultaneously to the tray movement, in the manner that said second foodstuff or beverages is piercing said skin of said first foodstuff or beverages hence the designing of the said surface is obtained.

It is acknowledged in this respect that said first foodstuff or beverages may be equal to the said second foodstuff or beverages. Additionally or alternatively, said first foodstuff or beverages may be different in one or more of its ingredients comparing the said second foodstuff or beverages.

More specific and according to yet another embodiment of the preset invention, an hydraulic coffee printer is provided useful for designing the topical surface of coffee cup containing a froth by a means of a second coffee. This hydraulic coffee printer may comprising inter alia the following ingredients: (a) a cup containing said first coffee; (b) a movable printing head adapted to be maneuvered in a lateral movement; (c) a reservoir tank containing said second coffee in communication with said printing head; (d) a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement; and (e) a controller (e.g., a computer or any processing unit) adapted to control the operation of said printing head and said tray in a predetermined manner; wherein a predetermined measure of said second coffee is enforced throughout said printing head simultaneously to the tray movement, in the manner that said second coffee is piercing said forth of said first coffee so that the designing of the said forth is obtained.

It is acknowledged in this respect that said first coffee may be equal to the said second coffee. Additionally or alternatively, said first coffee may be different in one or more of its ingredients comparing the said second coffee.

Reference is made now to figure 1, illustrating an offline or online process of making the designed coffee cup according to yet another embodiment of the present invention.

Hence, it is in the scope of the present invention to provide a cost effective method for designing the surface of a first foodstuff or beverages containing a skin portion by a means of a second foodstuff or beverages by means of the hydraulic printer as defined in any of the above. Said method comprising the step of enforcing a predetermined measure of said second foodstuff or beverages throughout the printing head simultaneously to the tray movement, in the manner that said second foodstuff or beverages is piercing said

skin of said first foodstuff or beverages hence the designing of the said surface is obtained.

More specifically, it is also in the scope of the present invention to provide a novel method for designing the surface of a first coffee containing froth by a means of a second coffee by means of the hydraulic printer as defined in any of the above. Said method comprising the step of enforcing a predetermined measure of said second coffee throughout the printing head simultaneously to the tray movement, in the manner that said second coffee is piercing said froth hence the designing of the said surface is obtained.

Reference is made now to figure 2, illustrating a front view of the devise as defined in any of the above, adapted for making the designed coffee cup according to yet another embodiment of the present invention. A top view of the same is drawn schematically in Figure 3.

It is another object of the present invention to provide a foodstuff or beverages which are pierced in at least a portion of said surface; the color or texture of said foodstuff or beverages is different in a noticeable measure from the portion of the surface that was not pierced in the manner that said piercing is characterized as a design provided said surface. An illustrating scheme is provided in reference 4, showing a top view of the designed coffee cup.

Reference is made now to figure 5, presenting a hydraulic printer according to one embodiment of the present invention, having high voltage plates adapted to deflect drops on top of the surface of a coffee cup to be design.

Moreover, figure 6 is presenting an illustration of a printing head of a hydraulic printer according to yet another embodiment of the preset invention. Differently, figure 7 is - presenting an illustration of a printing brush of a hydraulic printer according to yet another embodiment of the preset invention.

It is in the scope of the present invention to provide for foodstuff or beverages having a designed surface, provided by means of a hydraulic printer (brash model or injected system) as defined in any of the above. More specifically, is also in the scope of the present invention to provide for coffee which its froth pierced in at least a portion of said topical surface; the color or texture of said coffee is different in a noticeable measure from the portion of the froth that was not pierced in the manner that said piercing is characterized as a design provided said froth. This coffee having a designed froth may be hence provided by means of a hydraulic printer and/or by the hydraulic printing method as defined in any of the above.

It is in the scope of the present invention to provide the hydraulic printer as defined in any of the above, wherein the second foodstuff or beverages is enforced throughout the printing head by pressure or gravity means, and further wherein said second foodstuff or beverages is directed to flow between at least two piezoelectric plates adapted to direct its flow towards the surface of the first foodstuff or beverages in a controlled manner so the predetermined design of the said surface is obtained.

It is also in the scope of the present invention to provide an assembly for online screening of a predetermined designed on the surface of food and beverages in any remote location. This assembly comprising *inter alia* (a) a processing means adapted to design the said design; (b) the hydraulic printer as defined in any of the claims 1 and 2 or in any of its dependent claims; (c) said remote food and beverages having a surface to be designed; wherein said processing means are designing the said design and further sending it description by any inline communication means to the said the printer so as the said predetermined design of said food and beverages is provided.

It is another object of the preset invention to provide a mechanical printer for designing the surface of a foodstuff or beverages containing a skin portion by a means of a plurality of printing pins. This printer comprising *inter alia* the following ingredients: (a) a container containing said foodstuff or beverages; (b) a movable printing head adapted to be maneuvered specifically determined printing pins from a given array of such pins; (c) a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement; (d) a controller adapted to control the operation of said printing

head and said tray in a predetermined manner; wherein said plurality of pins are enforced throughout said printing head simultaneously to the tray movement, in the manner they are piercing said skin of said first foodstuff or beverages hence the designing of the said surface is obtained.

It is also in a specific scope of the present invention to provide mechanical printer useful for designing the surface a coffee cup containing a froth by a means of a plurality of printing pins. This coffee printer comprising inter alia (a) a cup containing said coffee; (b) a movable printing head adapted to be maneuvered specifically determined printing pins from a given array of such pins; (c) a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement; (d) a controller adapted to control the operation of said printing head and said tray in a predetermined manner; wherein said plurality of pins are enforced by said printing head simultaneously to the tray movement, in the manner they are piercing said froth on top of said coffee cup hence the designing of the said froth is obtained.

It is also in the scope of the present invention to provide a method for designing the surface of a foodstuff or beverages containing a skin portion by a means of the plurality of printing pins as defined above; said method comprising the step of enforcing said printing pins by means of the printing head simultaneously to the tray movement, in the manner that said printing pins are piercing said skin of said foodstuff or beverages hence the designing of the said surface is obtained.

More specifically, it is in the scope of the present invention to provide a method for designing the froth of a coffee cup by a means of the plurality of printing pins as defined above; said method comprising the step of enforcing said printing pins by means of the printing head simultaneously to the tray movement, in the manner that said printing pins are piercing said froth of said coffee cup hence the designing of the said froth is obtained.

It is still in the scope of the present invention to provide the foodstuff or beverages having a designed surface, provided by means of the mechanical printer and the method as defined in any of the above. More specifically, it is in the scope of the present invention to provide a coffee cup having a designed froth, provided by the mechanical printing machine and method as defined above.

Reference is made now to figures 8 and 9, presenting schematic illustrations for a method of printing the design online in the hydraulic assembly (Fig. 8) and the mechanical assembly (Fig. 9).

Reference is made now to figure 10, showing a photo of a coffee cup comprising a designed froth, made by a means of a novel manually operated mold comprising a plurality of printing pins arranged in a "HI" shape (low array) or time indication "15:10" shape (higher array).

Lastly, it is another object of the present invention to provide a method of doing business, especially by presenting an efficient and cost effective method for advertising advertisements of the surface of foodstuffs and beverages comprising the step of either online or offline designing an advertisement by means of either hydraulic or mechanical printing it mechanically or pneumatically on the surface of foodstuffs and beverages.

CLAIMS

1. A hydraulic printer useful for designing the surface of a first foodstuff or beverages containing a skin portion by a means of a second foodstuff or beverages; said printer comprising
 - a. a container containing said first foodstuff or beverages;
 - b. a movable printing head adapted to be maneuvered in a lateral movement ;
 - c. a reservoir tank containing said second foodstuff or beverages in communication with said printing head;
 - d. a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement;
 - e. a controller adapted to control the operation of said printing head and said tray in a predetermined manner;wherein a predetermined measure of said second foodstuff or beverages is enforced throughout said printing head simultaneously to the tray movement, in the manner that said second foodstuff or beverages is piercing said skin of said first foodstuff or beverages hence the designing of the said surface is obtained.
2. A hydraulic coffee printer useful for designing the topical surface of coffee cup containing a froth by a means of a second coffee; said printer comprising
 - a. a cup containing said first coffee;
 - b. a movable printing head adapted to be maneuvered in a lateral movement ;
 - c. a reservoir tank containing said second coffee in communication with said printing head;
 - d. a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement;
 - e. a controller adapted to control the operation of said printing head and said tray in a predetermined manner;

wherein a predetermined measure of said second coffee is enforced throughout said printing head simultaneously to the tray movement, in the manner that said second coffee is piercing said forth of said first coffee so that the designing of the said forth is obtained.

3. A method for designing the surface of a first foodstuff or beverages containing a skin portion by a means of a second foodstuff or beverages by means of the hydraulic printer according to claim 1; said method comprising the step of enforcing a predetermined measure of said second foodstuff or beverages throughout the printing head simultaneously to the tray movement, in the manner that said second foodstuff or beverages is piercing said skin of said first foodstuff or beverages hence the designing of the said surface is obtained.
4. A method for designing the surface of a first coffee containing a froth by a means of a second coffee by means of the hydraulic printer according to claim 1; said method comprising the step of enforcing a predetermined measure of said second coffee throughout the printing head simultaneously to the tray movement, in the manner that said second coffee is piercing said froth hence the designing of the said surface is obtained.
5. A foodstuff or beverages which is pierced in at least a portion of said surface; the color or texture of said foodstuff or beverages is different in a noticeable measure from the portion of the surface that was not pierced in the manner that said piercing is characterized as a design provided said surface.
6. The foodstuff or beverages having a designed surface, provided by means of a hydraulic printer as defined in claim 1.
7. The foodstuff or beverages having a designed surface, provided by the printing method as defined in claim 3.

8. A coffee which its froth pierced in at least a portion of said topical surface; the color or texture of said coffee is different in a noticeable measure from the portion of the froth that was not pierced in the manner that said piercing is characterized as a design provided said froth.
9. The coffee having a designed froth, provided by means of a hydraulic printer as defined in claim 2.
10. The coffee having a designed froth, provided by the hydraulic printing method as defined in claim 4.
11. The hydraulic printer according to any of claims 1 and 2 or to any of its dependent claims, wherein the second foodstuff or beverages is enforced throughout the printing head by pressure or gravity means, and further wherein said second foodstuff or beverages is directed to flow between at least two piezoelectric plates adapted to direct its flow towards the surface of the first foodstuff or beverages in a controlled manner so the predetermined design of the said surface is obtained.
12. An assembly for online screening of a predetermined designed on the surface of food and beverages in any remote location, said assembly comprising *inter alia*
 - a. processing means adapted to design the said design;
 - b. the hydraulic printer as defined in any of the claims 1 and 2 or in any of its dependent claims;
 - c. said remote food and beverages having a surface to be designed;wherein said processing means are designing the said design and further sending it description by any inline communication means to the said the printer so as the said predetermined design of said food and beverages is provided.
13. A mechanical printer useful for designing the surface of a foodstuff or beverages containing a skin portion by a means of a plurality of printing pins; said printer comprising

- a. a container containing said foodstuff or beverages;
- b. a movable printing head adapted to be maneuvered specifically determined printing pins from a given array of such pins;
- c. a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement;
- d. a controller adapted to control the operation of said printing head and said tray in a predetermined manner;

wherein said plurality of pins are enforced throughout said printing head simultaneously to the tray movement, in the manner they are piercing said skin of said first foodstuff or beverages hence the designing of the said surface is obtained.

14. A mechanical printer useful for designing the surface a coffee cup containing a froth by a means of a plurality of printing pins; said printer comprising

- a. a cup containing said coffee;
- b. a movable printing head adapted to be maneuvered specifically determined printing pins from a given array of such pins;
- c. a movable tray on which said container is located, adapted to be maneuvered in a longitudinal movement;
- d. a controller adapted to control the operation of said printing head and said tray in a predetermined manner;

wherein said plurality of pins are enforced by said printing head simultaneously to the tray movement, in the manner they are piercing said froth on top of said coffee cup hence the designing of the said froth is obtained.

15. A method for designing the surface of a foodstuff or beverages containing a skin portion by a means of the plurality of printing pins according to claim 13; said method comprising the step of enforcing said printing pins by means of the printing head simultaneously to the tray movement, in the

manner that said printing pins are piercing said skin of said foodstuff or beverages hence the designing of the said surface is obtained.

16. A method for designing the froth of a coffee cup by a means of the plurality of printing pins according to claim 14; said method comprising the step of enforcing said printing pins by means of the printing head simultaneously to the tray movement, in the manner that said printing pins are piercing said froth of said coffee cup hence the designing of the said froth is obtained.
17. The foodstuff or beverages having a designed surface, provided by means of the mechanical printer as defined in claim 13.
18. The coffee cup having a designed froth, provided by the mechanical printing method as defined in claim 14.
19. The foodstuff or beverages having a designed surface, provided by means of the method as defined in claim 15.
20. The coffee cup having a designed froth, provided by the mechanical printing method as defined in claim 16.
21. A method for advertising advertisements of the surface of foodstuffs and beverages comprising the step of either online or offline designing an advertisement by means of either hydraulic or mechanical printing it mechanically or pneumatically on the surface of foodstuffs and beverages.

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ח.ד. 45220 מ. 91450 ירושלים
טל' 5824188-02 פקס 5826118-02

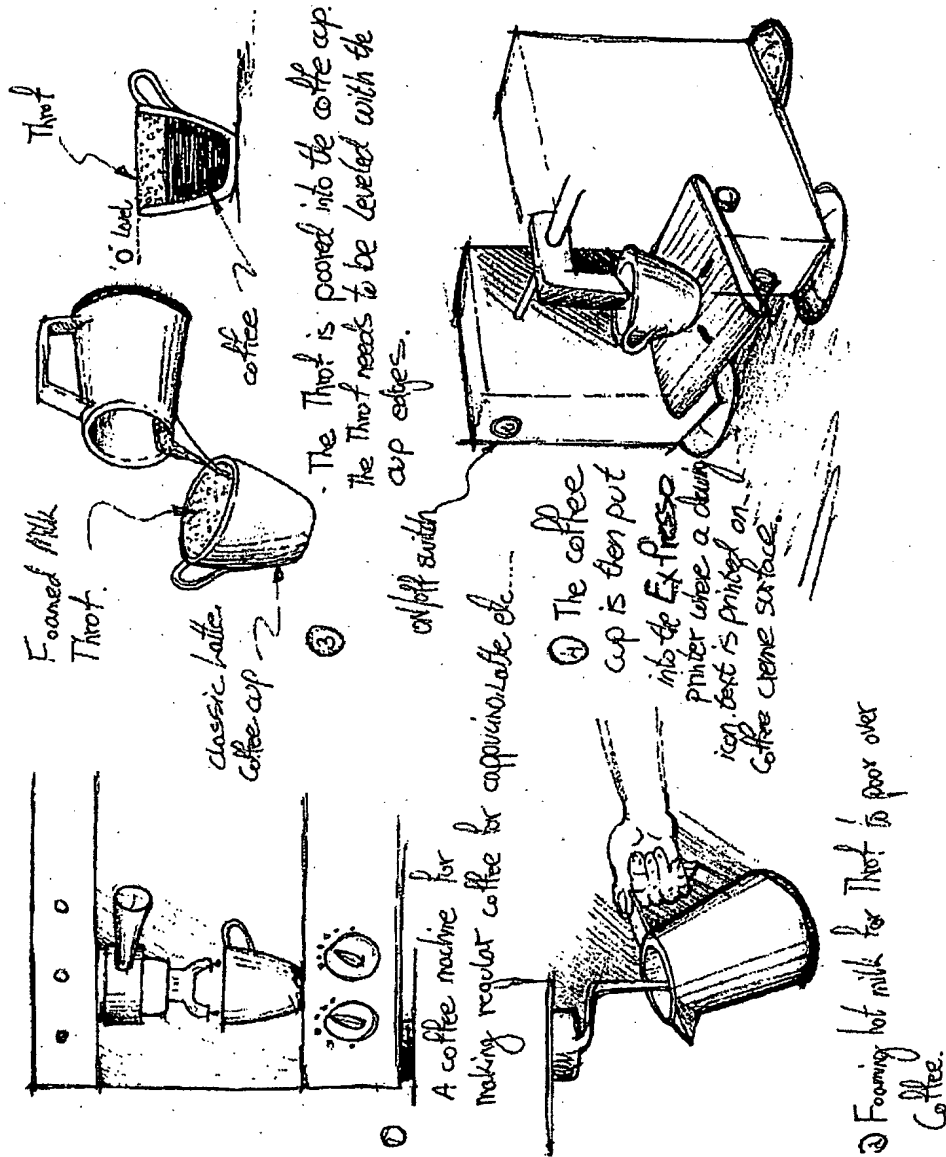
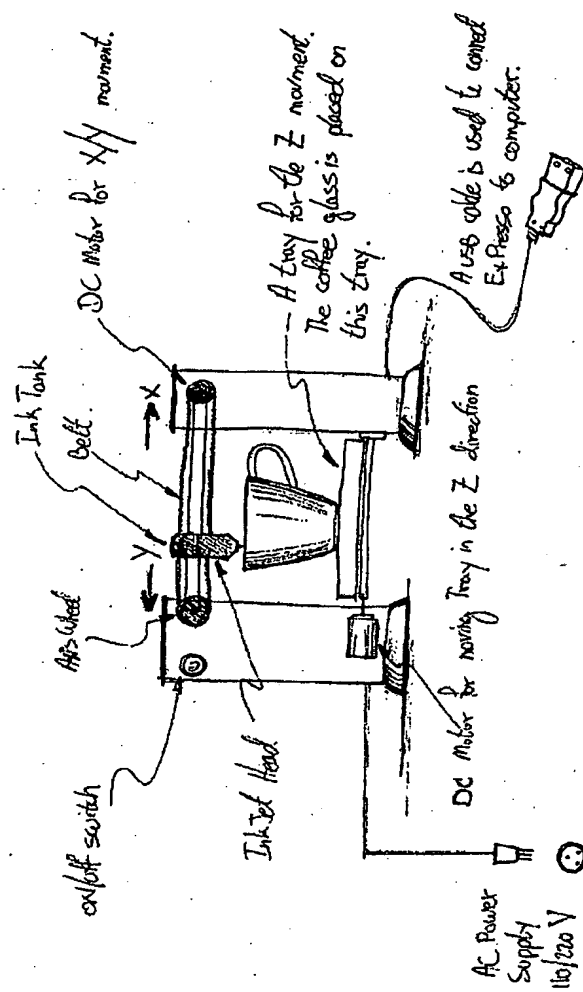


Fig. 1

Expresso-Jet

(A)



2/10

Fig. 2

3/10

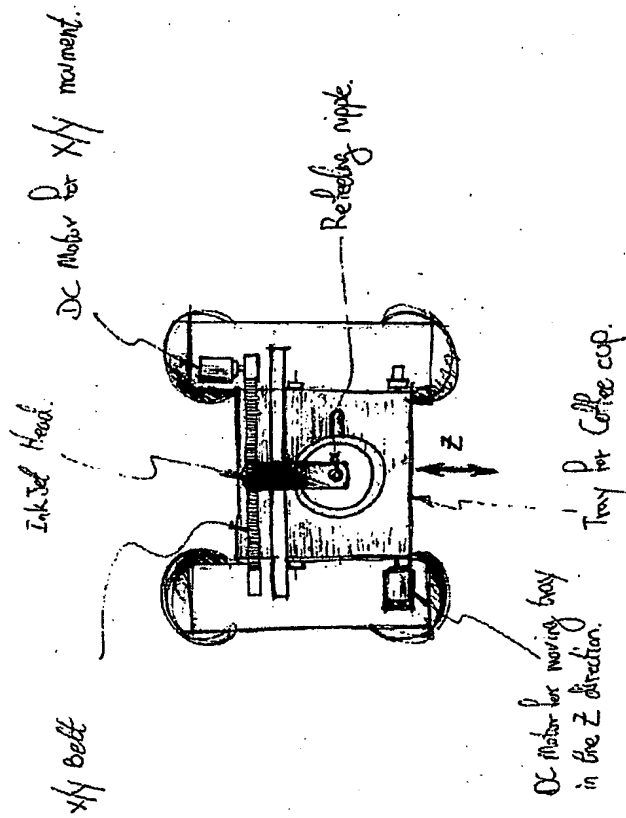
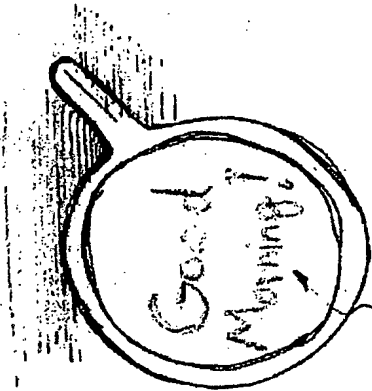


Fig. 3

4/10



TEXT ON SURFACE OF COFFEE CREME.

⑤

Fig. 4

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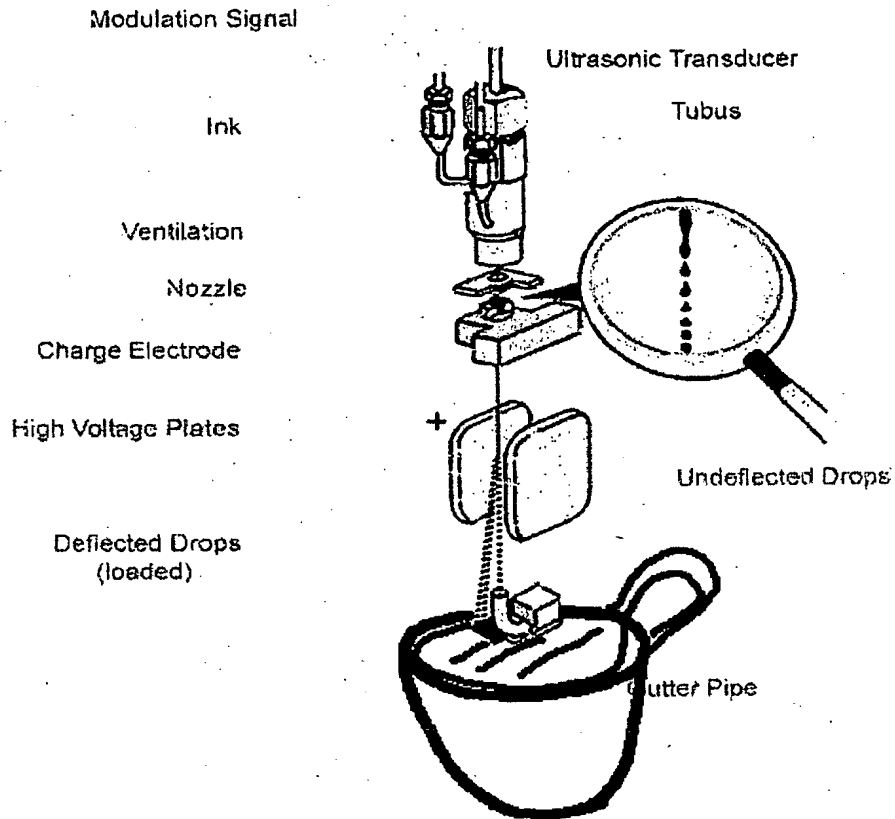


Fig. 5

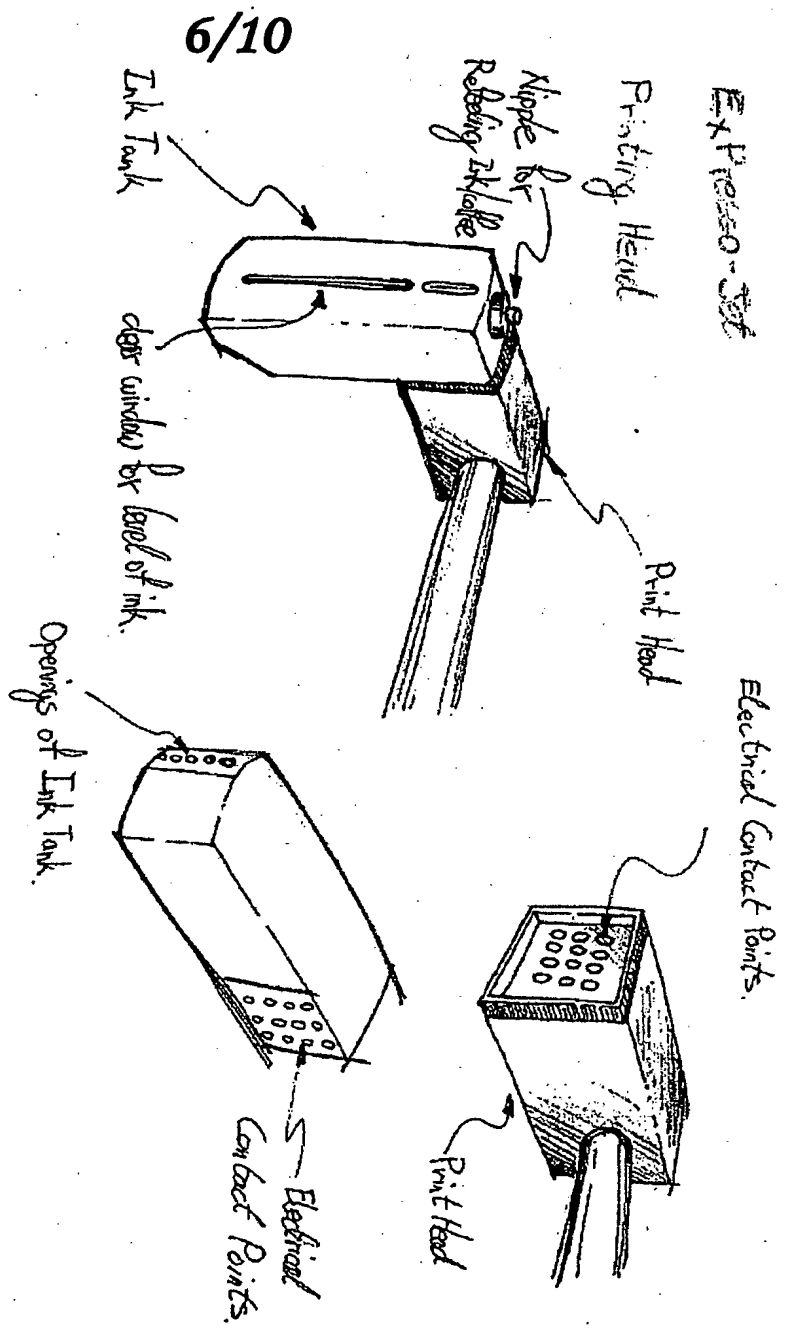


Fig. 6

7/10

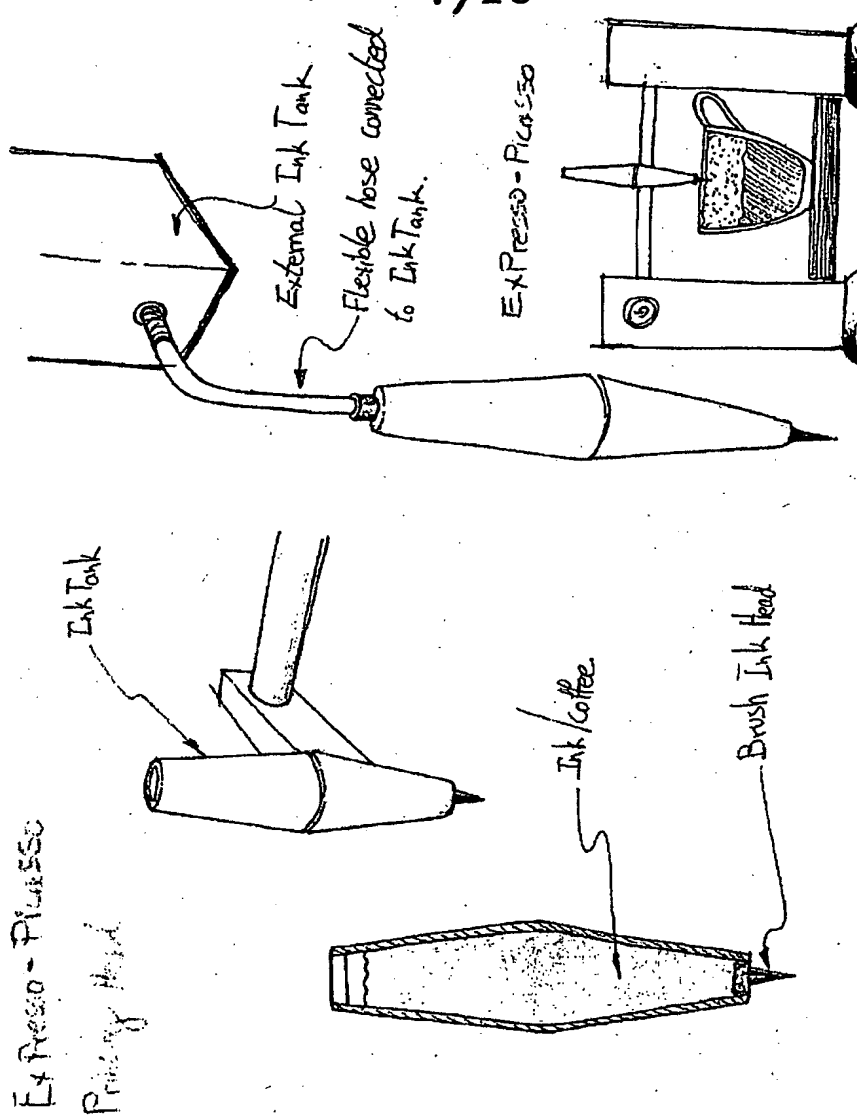


Fig. 7

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PRINTER

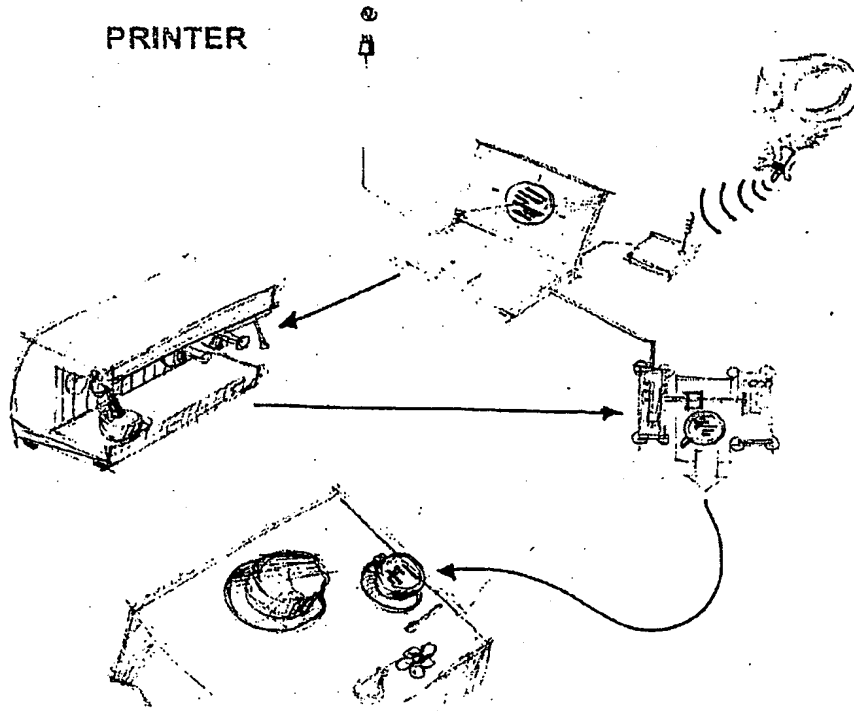


Fig. 8

9/10

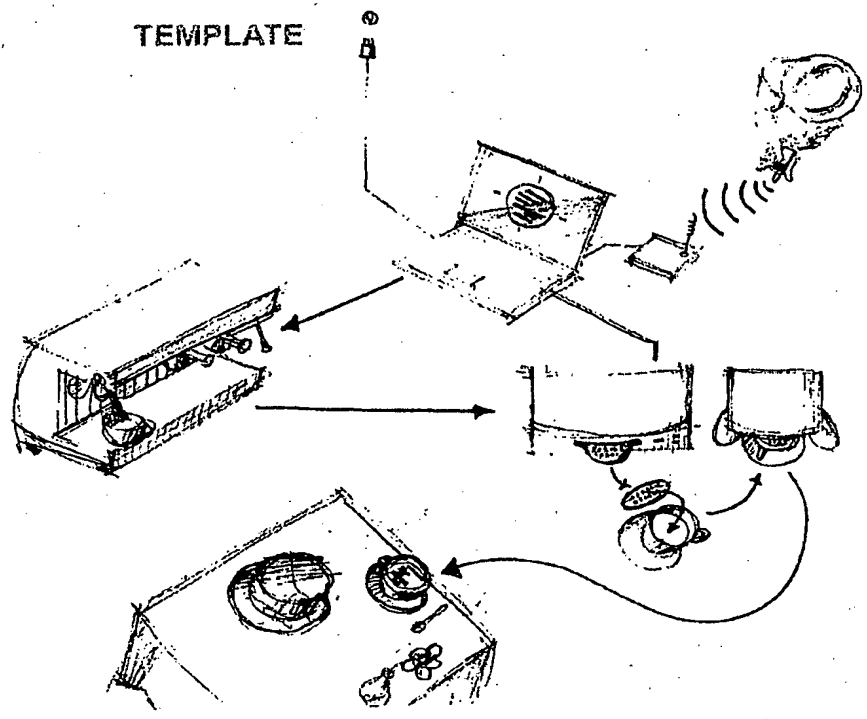


Fig. 9

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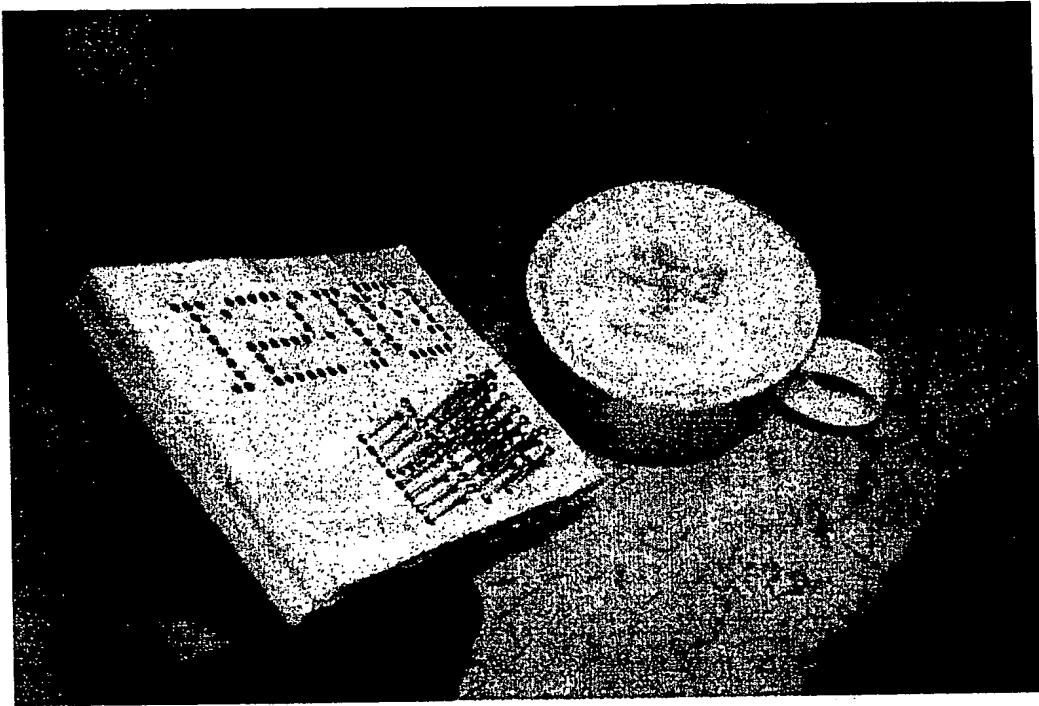


Fig. 10

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International publication date (day/month/year)	Priority date (day/month/year) 21 January 2004 (21.01.2004)
Applicant	LAVIE, Danny et al

- By means of this Form, which replaces any previously issued notification concerning submission or transmittal of priority documents, the applicant is hereby notified of the date of receipt by the International Bureau of the priority document(s) relating to all earlier application(s) whose priority is claimed. Unless otherwise indicated by the letters "NR", in the right-hand column or by an asterisk appearing next to a date of receipt, the priority document concerned was submitted or transmitted to the International Bureau in compliance with Rule 17.1(a) or (b).
- (If applicable)* The letters "NR" appearing in the right-hand column denote a priority document which, **on the date of mailing of this Form**, had not yet been received by the International Bureau under Rule 17.1(a) or (b). Where, under Rule 17.1(a), the priority document must be submitted by the applicant to the receiving Office or the International Bureau, but the applicant fails to submit the priority document within the applicable time limit under that Rule, **the attention of the applicant is directed to Rule 17.1(c)** which provides that no designated Office may disregard the priority claim concerned before giving the applicant an opportunity, upon entry into the national phase, to furnish the priority document within a time limit which is reasonable under the circumstances.
- (If applicable)* An asterisk (*) appearing next to a date of receipt, in the right-hand column, denotes a priority document submitted or transmitted to the International Bureau but not in compliance with Rule 17.1(a) or (b) (the priority document was received after the time limit prescribed in Rule 17.1(a) or the request to prepare and transmit the priority document was submitted to the receiving Office after the applicable time limit under Rule 17.1(b)). Even though the priority document was not furnished in compliance with Rule 17.1(a) or (b), the International Bureau will nevertheless transmit a copy of the document to the designated Offices, for their consideration. In case such a copy is not accepted by the designated Office as the priority document, Rule 17.1(c) provides that no designated Office may disregard the priority claim concerned before giving the applicant an opportunity, upon entry into the national phase, to furnish the priority document within a time limit which is reasonable under the circumstances.

<u>Priority date</u>	<u>Priority application No.</u>	<u>Country or regional Office or PCT receiving Office</u>	<u>Date of receipt of priority document</u>
21 January 2004 (21.01.2004)	159990	IL	21 February 2005 (21.02.2005)

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